Fine Hand Woven Floor Coverings

by

FRITZ *and* LA RUE

ESTABLISHED IN 1886

The FRITZ and LA RUE COMPANY

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decades Fritz and La Rue has been the mainstay of retailers and
the finest in hand-woven floor coverings. Through its parent company,
et Manufacturers Ltd., with its numerous production companies in all
centers, Fritz and La Rue has brought to American Homes, richly styled
f elegance . . . without extravagance.

d stocks of Indo-Chinese, Indo-Aubussons, India Modern (includes
el pile Indias as well as Plain and Hand-Carved Taj Mahals)
ll times. In addition, we constantly have on hand the very finest
ermans and Royal Sarouks in mat to mansion sizes. As a result of the above, we are certain that you will find, as have many others, that Fritz and La Rue is your one complete source for all finer floor covering needs.

Your earliest visit is cordially invited.

INDIA MODERN

A BRILLIANT LINE OF HAND-WOVEN INDIA FLOOR COVERINGS IN THE *Modern Manner*

"India Modern" is the successful answer to today's increasing demand for luxurious carpets and rugs to blend with modern and period décors.

This new style is offered in a choice of two hand-woven types, the embossed two level pile Indias and the Taj Mahal in plain or hand-carved effects. Both popular types feature an inch depth of all virgin wool pile. A varied selection in many desirable decorator shades is available.

(Illustrated are a few hand-embossed, two-level pile India patterns)

Colors are Silver Gray, Platinum Beige, Nile Green, Rose Tint, Biscuit, Champagne, Mist Blue, Off White, Sand, Soft Rose, Dusty Rose, Ashes of Rose, Meadow Rose, French Blue, Soft Blue, Aquamarine, Cascade Green, Foam Green, Ice Blue and several others.

INDIA MODERN

Versatile in its Decorative approach

Excellent sales successes are being recorded by India Modern at better department stores, specialty stores and decorating studios throughout the country. This hand-embossed two level pile India, photographed at W. & J. Sloane, blends effectively with ultra-modern. Available in rug sizes 9 x 12, 10 x 14, 11 x 17, 12 x 18, 12 x 20 and 13 x 22. Colors: Latest Hollywood Pastels and other Decorator shades.

INDIA MODERN

Luxurious and Long Wearing

Possessing great beauty, "India Modern" is especially suitable where luxurious "feeling" and utility are demanded. Long wearing ability is one of the many fine characteristics of "India Modern".

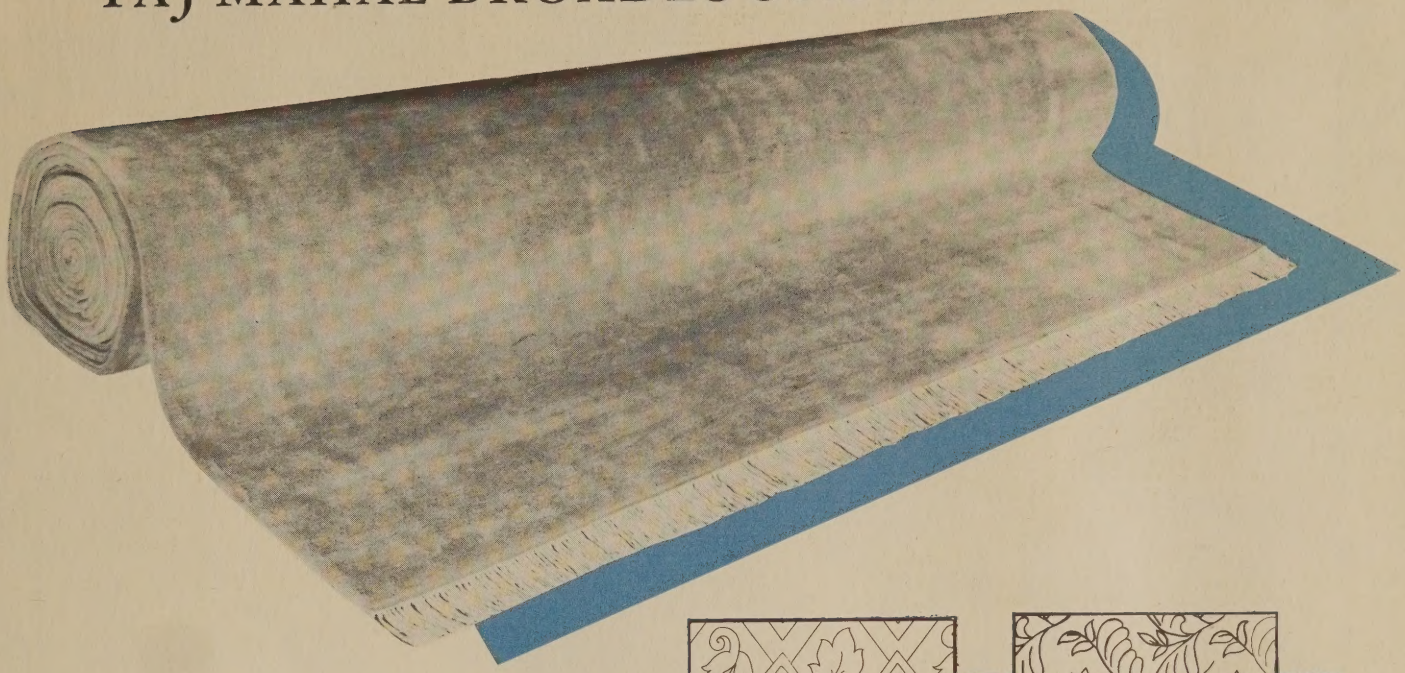
Photographed at W. & J. Sloane

INDIA MODERN

Its lasting value
gives
glowing beauty
to period pieces

W. & J. Sloane selected a carved Taj Mahal to enhance the beauty of 18th Century Antique décor. Available in plain or hand-carved effects in rug sizes 9x12, 10x14, 11x17, 12x18, 12x20 and 13x22, in all wanted shades.

TAJ MAHAL BROADLOOMS...



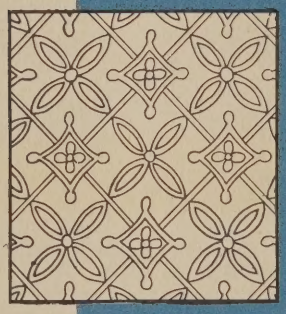
Taj Mahal Broadlooms in plain or carved effects are available for immediate delivery in rolls, 12x60, and 15x60. Many delicate pastel shades of this fine carpeting are displayed in our showrooms. They can be custom dyed to fit any color scheme or cut to any desired length.

This fine broadloom features a luxurious inch thick pile of machine-spun virgin wool, all hand-woven on a cotton warp and weft. By every comparison you will find it the best value obtainable for carpeting of this type.

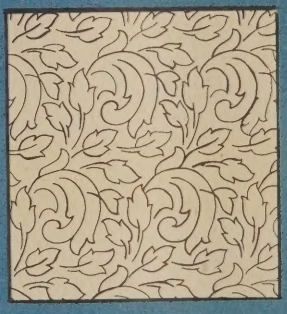
Rug size Taj Mahals in plain field effects are also available both with or without fringes and can readily be adapted for wall-to-wall use in full range of 22 decorator tints and pastel shades. Can also be custom dyed to order.

7021 ASHES OF ROSE #4594

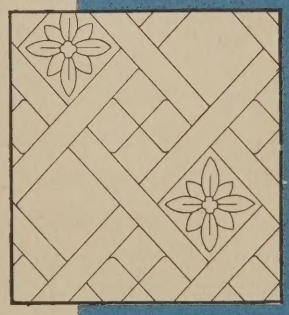
6791 SILVER GRAY #4757



6790 PLATINUM BEIGE #4759



7018 ICE BLUE #4755



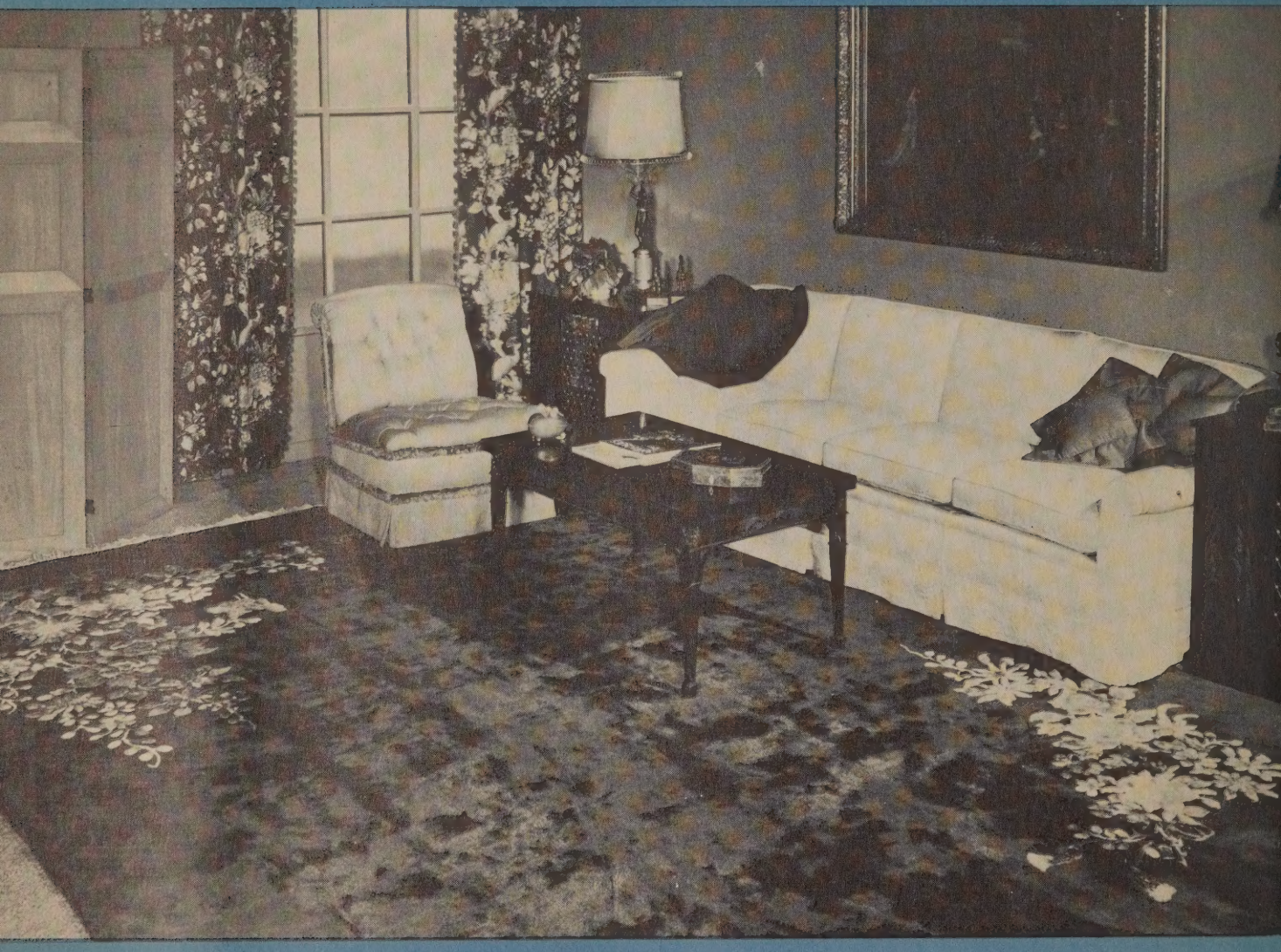
7019 OLD IVORY #4562

6934 NILE GREEN #4756

Illustrated above are the six standard patterns of hand-carved Taj Mahal Broadloom designs. At present, each is available only in the color specified alongside its design number. However, any combination of color and pattern may be obtained on special order.

Fritz and La Rue for

AMERICA'S LARGEST SELECTION OF ORIENTA



Photographed at B. Altman & Co.

Raised flower motifs, deep silky wool pile and high lustre effects are expertly combined to create a constant demand for Indo-Chinese rugs. This magnificent example by Fritz and La Rue represents luxury in fine floor coverings and is one of many designs now in stock.

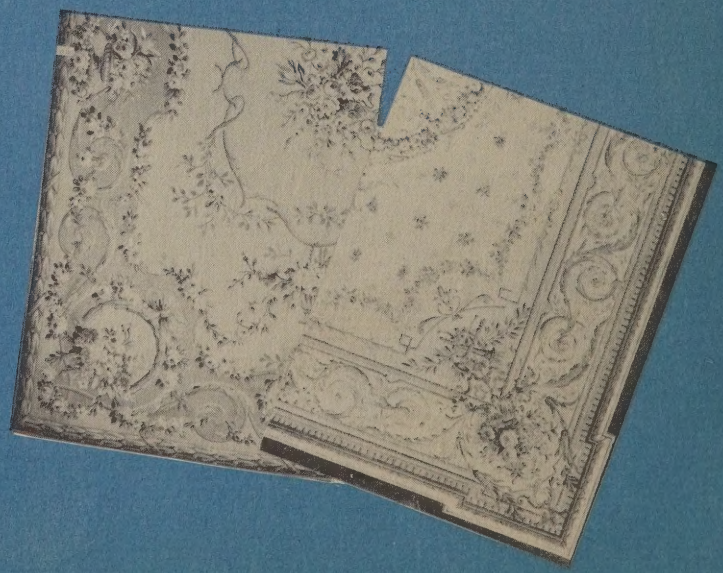
HAND-WOVEN *Carpets and Rugs*

Glowing tones, delicate patterns and adaptability to any décor distinguish our line of Kermans. Available in every size, hand-woven, of course, with rich pile of virgin wool.

Photographed at B. Altman & Co.

RUGS WITH A TOUCH OF *French Elegance*

The graceful beauty of French Provincial furniture shown at B. Altman & Co. is enhanced by traditional French designs in Fritz and La Rue's "Jewel of Kashmir" rugs, taken from our complete stock of floor coverings in this style. All sizes 2 x 4 up to 12 x 20.



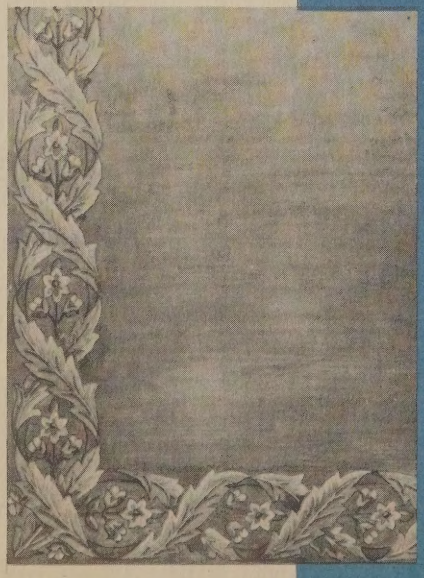
Photographed at B. Altman & Co.

The underlying charm of French style floor coverings by Fritz and La Rue is their magnificent ability to harmonize brilliantly with furniture of this decor. This hand-embossed, two level pile rug in French motif, with sheen or natural effects, is the one answer for your clients who demand authenticity and sensible price. Available in a large variety of sizes.

Photographed at Meldan Furniture

One SOURCE FOR ALL YOUR FINER FLOOR COVERING NEEDS

The Fritz and La Rue showrooms display one of the largest stocks of hand-woven carpets and rugs in the world. All types are specially selected for manufacture by Fritz and La Rue to conform with the needs and standards of today's well informed consumer. Shown here and on succeeding pages are just a few of the many styles available.



At left are a few designs of our Shalimar, an exceedingly popular hand-woven type. Widely known for its ability to harmonize with Modern, French, English and other décors, Shalimar rugs are available in many patterns. The delicate floral effect, predominant in both border and all-over patterns, has a variety of balanced color schemes. Sizes are 6 x 9, 9 x 12, 10 x 14, 11 x 16, 12 x 18, and 12 x 20.

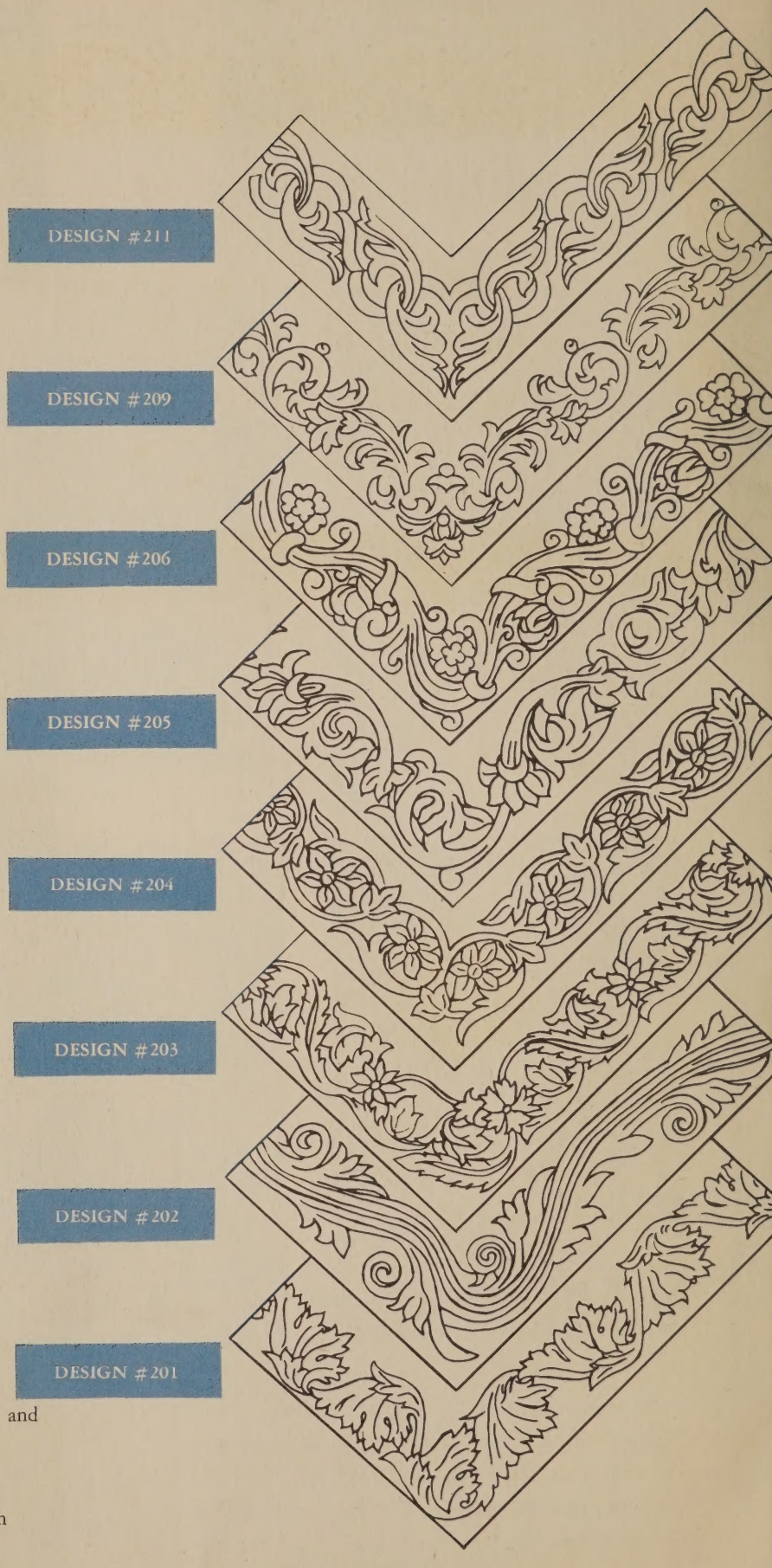
Luxury is exemplified by

INDO-CHINESE DESIGNS

Home-makers who demand the ultimate in fine floor coverings can choose nothing more satisfying than these Indo-Chinese types. Their delicate raised flower motifs set on lustrous deep wool pile have a timeless beauty and are unlimited decorating potential. All sizes 2 x 4 up to 12 x 20.

TAJ MAHAL FRINGED RUGS

offers a complete variety of decorative border schemes and pastel grounds in many rug sizes.



Many pleasing border effects are available in Taj Mahal rugs. Completely hand-woven and hand-carved, a variety of wanted decorator tints and pastel shades is offered. These fine rugs, which have established a wide consumer preference throughout the country, feature a luxurious inch depth of all virgin wool pile.

About FRITZ and LA RUE

CARPETS AND RUGS . . . AND THEIR ACCEPTANCE

Every Fritz and La Rue rug is the result of expert hand-workmanship and intricate knowledge, whose roots stem from generations of experience.

The knots in all Fritz and La Rue carpets and rugs are hand-tied by rug weaving experts at an average rate of 5,000 per day. Since most Oriental rugs contain a million or more knots, one year or more is not very long for the creation of these timeless masterpieces. Patterns in our floor coverings embrace every form of decorative art, blending wonderfully with all home furnishings, regardless of décor.

Rugs and Carpets by Fritz and La Rue, nationally distributed throughout the United States for many years, have met the standard of excellence demanded by decorators, retailers and their customers.

The reason:

Floor covering specialists know that in addition to gaining access to highest quality Oriental floor coverings, they can rely upon The Fritz and La Rue Company. In the course of years, through vast fluctuations in the market, Fritz and La Rue quality has remained at a high level, and price has always been representative of continuous desire to present excellent value for unparalleled beauty.

O. C. M.

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SOLE DISTRIBUTORS IN U. S. A.

The Fritz and La Rue Co.

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